



# CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

## MINUTES 11-19-08

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, November 19, 2008**.

### Members Present:

X	Steve Rosansky, Chairman	A	Sheri Drewry
X	Keith Curry, Council Member	X	Jennifer Gonzalez
X	Mike Henn, Council Member	X	John Hyatt
X	Robert Hawkins, Planning Commissioner	X	Lloyd Ikerd
E	Mike McNamara, Vice Chairman	X	Brion Jeannette
A	Fred Ameri	X	Debra Legan
X	Craig Batley	X	Richard Luehrs
X	Seymour Beek	X	Scott Palmer
X	Jeffrey Cole	X	John Robinson
X	Steven Coyne	X	Gregg Schwenk
X	Gary DiSano	X	Gary Sherwin
X	Jim Donnell	X	Gay Wassall-Kelly
X	Kenneth Drellishak		

### Staff Representatives:

x	Sharon Wood, Assistant City Manager		
x	Leigh De Santis, Economic Development Administrator		
x	Katie Bowden, Economic Development Coordinator		

### Guests Present:

Roy Freeman, Resident	Tod Sword, Edison
Mr. Bill Kelly	Jesse Martinez, The Gas Company
	Nick Mrovos, Irvine Ranch Water District

### Roll Call and Introductions:

Councilman Henn called the meeting to order at 8:04 am and began self introductions of the assembled members, staff and guests. The Chairman arrived during self introductions.

### UPDATES AND ANNOUNCEMENTS

- Councilman Henn welcomed the committee's newest member, Jeff Cole, and introduced him to the group.

- Mr. Palmer announced that Corona del Mar's Annual Christmas Walk will occur December 7, 2008 from 11:00 am to 4:00 pm.
- Mr. Robinson announced that the same day was the Open House Tour on Balboa Island. Balboa Island merchants are planning a Holiday Open House the evening of Thursday, November 20, 2008. Following on that they will stay open late Friday and Saturday evenings from Thanksgiving to Christmas.
- Mr. Beek reminded everyone that the 100 Anniversary of the Christmas Boat Parade kicks off December 17th and will include fireworks that evening only.
- Mr. Ikerd announced that Santa was looking for helpers and to see him if anyone had interest.
- Mrs. DeSantis reported back to the EDC that their recommendation to liberalize the temporary banner permit policy had been enacted by City Council and that the BIDS were being informed. It was suggested that the E-Select Alert system be used to further spread the word.
- Mr. Sherwin announced that The Resort at Pelican Hill will open the following week, and will be operating through the holidays.
- The Chamber of Commerce will be hosting a Mayor's Reception to honor the City Council Tuesday, December 9<sup>th</sup> at 7:30 pm at the Back Bay Bistro. Call the Chamber to make reservations.
- Last week the OCBC hosted a dinner at Canaletto Restaurant in Fashion Island during its pre-opening rehearsals.

## **DISCUSSION ITEMS**

### **1. Minutes of October 15, 2008.**

**Motion:** Robert Hawkins

**Second:** John Hyatt

**Vote:** Unanimous

### **2. Presentations by the Utility Companies on their Economic Development Programs.**

#### **A. Tod Sword, Southern California Edison Company**

Edison's incentive and rebate programs for business are focused on retention and attraction. They offer a variety of programs that reward the consumption of less electricity and increases of efficiency in energy used. Mr. Sword described a dozen different programs and provided members with handouts detailing them. He also discussed how Edison and the Gas Company frequently work together with consumers to plan more efficient operations. Edison is also a participant in the California Solar Initiative.

#### **B. Jesse Martinez, Southern California Gas Company**

The Gas Company also rewards less use of gas and more efficient use of gas. The Gas Company will loan money for the purchase and installation of equipment accepting repayment over time out of utility bill savings. The Gas Company has several programs focused on restaurants and they operate a test kitchen for trying out energy efficient restaurant equipment before investing. They have incentives up to as much as 50% for involving them in project design. The Gas Company left flyers on their programs, and informed members how to contact their account executives

- C. Nick Mrvos, Irvine Ranch Water District  
Irvine Ranch Water District services only a portion of the City of Newport Beach – the Newport Coast and some of the airport area and newly incorporated Santa Ana Heights. IRWD rebates supplement those offered by the MWD and OC Water. Their best offer right now is \$9.00 back on purchase and installation of rotary nozzles for sprinkler systems. The nozzles cost \$7.99 to purchase. They also support Hotel and Motel water conservation programs and restaurant glass of water “only if asked” programs.
- D. Mrs. De Santis informed the Committee that the City’s Water Quality and Water Conservation Division hosts/films a monthly program entitled WaterWise broadcast on local cable channels 3 and 31 monthly and shown on the NBTv section of the City’s website. This month’s program focuses on rebates. The City website also features a section entitled WaterSmartNewport.org with links to rebates and resources.

The utility company offers are funded in three year cycles. The current cycle ends this December 31, 2008. Returning and new programs and a fresh infusion of funding will begin January 1, 2009.

During discussion it was suggested that city staff start incorporating information about energy savings opportunities during Design Review Committee meetings when appropriate.

AB1881 was mentioned as an override of some poor water practices. Assembly Bill 1881 prohibits a common interest development (HOA and/or CC&R’s) from restricting the use of low water-using plants if the plants meet maintenance standards. It also requires the State Department of Water Resources to create a model water efficient landscape ordinance by January 1, 2009. The model ordinance is to be distributed to counties and local governments which must adopt either the model ordinance or an ordinance of their own devising that meet all the criteria of AB 1881 by January 1, 2010.

### **3. EQAC Representative’s Report**

The Marina Park draft EIR is scheduled to be released for review on December 22, 2008. EQAC will formally review the draft EIR in January.

### **ITEMS FOR A FUTURE AGENDA**

Nothing was suggested.

### **PUBLIC COMMENTS**

There were none.

### **ADJOURNMENT**

Chairman Rosansky called for the meeting to be adjourned at 9:10 am.